

INTERCEPT SURVEY INSTRUMENT

Date _____ Shift _____ Surveyor Name _____

[Surveyor to read everything in bold, Highlighted information is specific to the city or town and respondent]

Good **[morning, afternoon, evening – dependent on the time of day]**. I'm here on behalf of the **[Locality Name]** Business Improvement District. We're collecting feedback from people to understand development opportunities for the Downtown area. Are you available to take a short 5-minute survey? We will give you a **gift card** to thank you for your time. *[Gift card could be to a Downtown business, local eatery, or could be a bumper sticker or shirt promoting the locality, etc.]*

Identification Question

1. What brings you to **[Locality]**'s Downtown today? Are you a resident? Do you work here? Are you a visitor? Or are you a tourist **[not from the area]**? It's fine if you have more than one answer.
 - a. Resident
 - b. Worker
 - c. Visitor (defined as anyone coming from outside the Locality area but within the region, usually someone from neighboring counties)
 - d. Tourist (someone from outside the region or outside of the state)

Net Promoter Score

2. Based on your overall experience in **[Locality]**'s Downtown, how likely is it that you would recommend a visit here to your friend or colleague? This is on a scale from 0 to 10, with 10 being the most likely to recommend and 0 being the least likely to recommend?

Place-making Questions

3. How did you get here today?
 - a. Walked
 - b. Drove
 - c. Took Public Transit
 - d. Biked
 - e. Other: specify _____

Skip to question #5 if they did not drive/bike

4. How would you rate your parking experience here today? On a scale from 0 to 10, with 10 being the easiest and 0 being the most difficult.
5. Is there another Downtown area in the region that you prefer over **[Locality]**'s for entertainment, shopping or eating out? [Yes or No]
 - a. If so, which Downtown area?

[Skip question #6 if question #5's answer is "NO"]

6. Which of these four reasons makes [Downtown area from question #5a]'s downtown preferable to [Locality]'s downtown?
- Better shopping
 - Better services
 - Better places to eat or drink
 - Better entertainment
 - Other: _____ *[only write in field if respondent offers another explanation, do not prompt for answers outside the 4 reasons]*
7. If you could pick one business that you wish was in [Locality]'s Downtown, what would it be?

Economic Activity Questions

8. Besides today, in the past month, how many visits have you made to Downtown [Locality]? *[Surveyor to leave this question open-ended. If respondent struggles to answer, surveyors provide a few prompts like 'once,' 'a few times,' 'more than 5,' etc.]*
9. Of those visits here in the past month, how many visits were for entertainment, shopping, or eating out? *[must provide exact number]*
10. Now I'm going to ask you some questions about your spending habits in the Downtown area. It will be completely anonymous.
- How many times did you visit a _____ today? *[provide examples; "restaurant," "coffee shop," "store," etc.]*
 - [Skip if A = 0]* And how much money did you spend on average, per visit, at that/those _____(s) today?

[Surveyor to ask question #10.A and #10.B for each of the four categories below; Surveyor is free to elaborate on how each category is defined and provide examples of the categories]

	10.A Number of Visits Today	10.B \$ Amount Spent per Visit Today
1. Retail Location		
2. Service business		
3. Restaurant/café/bar		
4. Place of entertainment or Local Attraction		

Demographic Questions

11. *[Record gender of subject – do not ask]*

Now I'm going to collect some demographic information. We are not collecting names, so whatever you provide will remain anonymous.

12. What year were you born?
13. What zip code do you live in?

14. Final question and then I'll give you your [gift card, t-shirt, etc.]. What is your household income? Again, this information will remain anonymous. *[prompt with the following ranges]*

- a. Under \$25,000
- b. \$25k - \$49K
- c. \$50k - \$74k
- d. \$75k - \$99k
- e. \$100k - \$149k
- f. \$150k +